

Message Text

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ACTION EB-11

INFO OCT-01 NEA-05 ISO-00 RSC-01 DRC-01 /019 W

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P R 150525Z MAR 74

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC PRIORITY 5770

INFO USDOC WASHDC

UNCLAS TEHRAN 2087

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJ: FISCAL YEAR 1975 COUNTRY COMMERCIAL PROGRAM

REF: A. STATE 006882 B. TEHRAN 7738, NOV 5,1973 C. STATE 50233

D. USDOC 3911

SUMMARY: THERE FOLLOWS EMBASSY'S REVISED TARGETS, OBJECTIVES, AND CAMPAIGNS FOR CCP FY '75.

1. EMBASSY HAD ASSUMED FROM VARIOUS MESSAGES THAT CCP FY'75 DRAFTED AND ON WAY TO POST (PARA 2 REFTEL A) (FINAL APPROVAL CCP FY'74 NEVER RECEIVED). SINCE THIS APPARENTLY NOT CASE WILL SET FORTH EMBASSY VIEWS REGARDING TARGETS, OBJECTIVES, CAMPAIGNS AND ATTITUDES THAT SHOULD CONSTITUTE CCP '75.

2. RECENT CHANGES IN CONDITIONS IN IRANIAN BUSINESS SCENE WILL AFFECT MAGNITUDES SET FORTH REF B. FOR TIME BEING IMPOSSIBLE REASONABLY TO ESTIMATE BUT OTHER FACTORS DESCRIBED REF B REMAIN VALID. FIFTH PLAN IS BEING INCREASED SIGNIFICANTLY AS RESULT OF RISING OIL REVENUES (PERHAPS BY AS MUCH AS \$14 BILLION). WHEN FIGURES ANNOUNCED ADJUSTMENTS WILL BE MADE. OTHER CHANGES IN CCP INCLUDE BREAKING OUT VOCATIONAL TRAINING AS INDIVIDUAL CAMPAIGN AS RESULT RECENT PROPOSAL CALLED FOR BY GOI AND LASTLY ANOTHER QUOTE CAMPAIGN UNQTE INVOLVING HELP TO IRANIAN IMPORTERS SEEKING SCARCE MATERIALS BEING PROPOSED. TRADE CENTER ACTIVITIES MAY NOW BE APPROPRIATELY INJECTED INTO CCP IN ACCORDANCE WITH REF D.

3. GENERAL CONSIDERATIONS AND MOST CAMPAIGNS OUTLINED REF B STILL UNCLASSIFIED

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ARE ACTIVE AND WILL BE OBSERVED AND PURSUED DURING NEXT FISCAL

YEAR. AMENDMENTS AND DELETIONS SUGGESTED WILL BE DEALT WITH IN FOLLOWING PARAGRAPHS.

4. CAMPAIGN NO 1 - SPECIFIC ACTIVITIES ORIGINALLY LISTED STILL VALID WITH ADDITION NUCLEAR ENERGY PROJECT AS MAJOR IMPORTANT ADDITION. GOI HAS DECIDED ESTABLISH NUCLEAR POWER CAPABILITY IN COUNTRY WITHIN NEXT 10 YEARS. THREE MAJOR US FIRMS INTERESTED WITH STRONG COMPETITION FROM CANADIANS AND EUROPEANS. EMBASSY INTENDS TO GIVE FULL SUPPORT TO US PROPOSALS AND HOPES NORMAL HEALTHY COMPETITION AMONG US COMPANIES DOES NOT DEVELOP INTO THROAT-CUTTING WHICH WOULD ASSUREDLY BENEFIT UNIFIED, GOVERNMENT BACKED BIDS OF OTHER COUNTRIES. SWITCHGEAR AND DISTRIBUTION EQUIPMENT PROJECT STILL ALIVE WITH ONE US FIRM INTERESTED. EMBASSY WILL PURSUE AND MAY AS APPROPRIATE SEEK WASHINGTON SUPPORT IN URGING THAT COMPANY (OR OTHERS) TO PARTICIPATE.

5. CAMPAIGN NO 2 - OUTSTANDING SUCCESS MEDEX '73 HAS RESULTED IN ONE LARGE US SUPPLIER DECIDING TO SET UP JOINT VENTURE IN IRAN TO SUPPLY EQUIPMENT, TECHNICAL ASSISTANCE, ENGINEERING AND DESIGN HOSPITAL AND HEALTH CARE FACILITIES. EMBASSY WILL PROVIDE FULL SUPPORT AND URGE EARLY APPROVAL OF PROJECT BY GOI AND OTHERS.

6. CAMPAIGN NO 3 - ALTHOUGH BEGUN IN FY '74 WILL EXTEND INTO FY '75 AND REMAINS SAME AS TO SUBSTANCE AND OBJECTIVES.

7. CAMPAIGN NO 4 - REMAINS SAME WITH TC JEEP FOR JANUARY 1975 ADDED.

8. CAMPAIGN NO 5 - VOCATIONAL TRAINING: FOLLOWING ALMOST TWO YEARS WORK BY US FIRM (WITH SUPPORT EMBASSY LABOR OFFICER, COMMATT AND AID/W) MINLABOR HAS NOW CALLED ON URGENT BASIS FOR DETEILED PROPOSAL FROM FIRM. AMOUNT INVOLVED PROBABLY IN AREA \$25 MILLION OF WHICH LARGE PORTION IN US MACHING TOOLS, AUDIO VISUAL AIDS AND OTHER EQUIPMENT, ALL OF WHICH SHOULD BE US MADE. CURRENTLY, EMBASSY COOPERATING CLOSELY WITH FIRMS TECHNICAL REPS AND LOCAL AGENTS US SUPPLIERS TO PREPARE LISTS EQUIPMENT FOR SUBMISSION TO GIO BEFORE CLOSE IRANIAN FISCAL YEAR. GENERAL TARGET THIS PROJECT IS TO CONTINUE SUPPORT AMERICAN FIRM AND CONCEPTS AND TO HELP SUPPLY TECHNICAL MATERIAL ON US EQUIPMENT AND SERVICES AND INFORMATION AVAILABILITY, DELIVERY, ETC. WILL PROBABLY HAVE TO CALL ON WASHINGTON UNCLASSIFIED

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ASSISTANCE TO OBTAIN ON SHORT NOTICE SPECIAL DATA AND HELP.

9. CAMPAIGN NO 8 - ASSISTANCE TO IRANIAN IMPORTERS AND END USERS OF AMERICAN GOODS TO OBTAIN DELIVERY URGENTLY NEEDED ITEMS. EMBASSY APPRECIATES SUPPLY DIFFICULTIES RESULTING FROM WORLD-WIDE SHORTAGES, ENERGY PROBLEMS AND LIKE BUT FEELS STRONGLY SPECIAL EFFORT TO SATISFY IMPORTANT AND SOMETIMES POWERFUL CUSTOMERS WORTHWHILE INVESTMENT. GOOD WILL GENERATED WILL STRENGTHEN PRO-AMERICAN BIAS

FOR MANY TYPES GOODS IN MARKET WHICH GROWING AT SPECTACULAR RATE.
EUROPEAN COMPETITORS WITH FULL SUPPORT THEIR GOVERNMENTS MAKING
PROMISES WHICH IMPRESSING MANY LARGE IMPROTTERS INCLUDING GOI.
EMBASSY WILL OF COURSE STUDY EACH CASE CAREFULLY BEFORE ASKING
WASHINGTON'S HELP BUT HOPES LATTER WILL BE FORTHCOMING; IN PARTI-
CULAR, PROMPT REPLIES, EVEN IF NEGATIVE ARE ESSENTIAL TO MAINTAIN
EMBASSY REPUTATION FOR ASSISTING BUSINESSMEN IN NEED.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TEHRAN02087
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: TEHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740338/aaaabjyi.tel
Line Count: 123
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. STATE 006882 B. TEHRAN 7738, NOV, 5,1973 C. STATE 50233
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 15 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 JUL 2002 by elbezefj>; APPROVED <10 DEC 2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FISCAL YEAR 1975 COUNTRY COMMERCIAL PROGRAM
TAGS: BEXP, IR
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005